



"A picture of father and mother."—

How it would delight your children, how it would please your friends.

R. W. Jenkins
PHOTOGRAPHER
1001 Kalia Road

BATTLE FOUGHT

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near Haleiwa, with two Blue cavalrymen, was "flushed," as the hunters say, by two Red cavalry patrols, breaking the coast end of the line.

The cavalrymen were sent to reinforce the marines, who were also busy. At 5 o'clock this morning Capt. Cutts, commanding the marines threw up intrenchments on the beach, in front of Haleiwa hotel, to cover a squad of marines with a machine gun. A detachment of marines, also with a machine gun, was placed at the entrance to the bridge near the hotel, and that bridge, theoretically, of course, was destroyed by the removal of twenty planks. This put the marines in readiness to delay any Blue cavalry that might be mousing about between themselves and the Red forces.

At 6:40 o'clock Capt. Cutts, having made the preparations above described, received the following message from the Red commander by a mounted orderly:

"You will hold the crossing of the Anahulu river until further orders. Lieut. Baird, Fifth cavalry, has been ordered to reconnoiter the country to the east of your position, and assist you in holding the crossing."

Signed Janda,
Chief of Staff.

Another Signal Station Captured.
Shortly afterward, Lieut. Baird reported in person and said he had a cavalry detachment of 10 men with

which he was scouting to the eastward of the marine position, between Haleiwa and the hill. The first thing the Red cavalry detachment did was to make the capture of some Blue cavalrymen, according to a message received at 8 a. m. The Blue cavalrymen were operating another signal station.

With this capture and that of the other Blue signal station, the Reds have cut off this end of the signal line that Col. Wilder established, practically putting the line out of commission.

During the morning the marines have not gone into concerted action, but there has been desultory firing at stray Blue cavalrymen.

It is seen that the marines have accomplished their mission to delay the Blue cavalry.

At 8:30 o'clock the umpires got a message that the Reds had succeeded in getting a troop of cavalry up to a commanding position on high ground near Schofield Barracks, evidently scoring an important point for the Red invaders. They are still holding the position and at this time, the middle of the morning, it looks from this end as though the Reds were gaining an advantage.

Blue Cavalry Seems Baffled.
Later—At 9:20 o'clock Capt. Cutts received a signal message from one of the scouts to the effect that the Blue cavalry had evidently given up the attempt to cross the bridge and had disappeared up a gulch about a mile away.

It is now definitely ascertained that the object of the marines is to cover the left flank of the main Red army and apparently has succeeded very well in doing so.

Artillery fire has been heard in the direction of Schofield and it is evident that an engagement of some kind is about to begin.

MAIN PART OF RED ARMY SLEEPS AT KAWAIHAPAI

BY LAURENCE REDINGTON
[Star-Bulletin Staff Correspondent with the Red Army]

WAILUA, Oct. 21.—With the war only a day old, and hostilities not actually opened between the invaders and defenders of Oahu, the red army has met with a piece of good fortune that greatly better its chance of successfully fighting its way across the island to Pearl Harbor, and thence right through to Honolulu. The marines have come into the war game as a complete surprise to all but the umpires and the Red commander, as reinforcements to the Northern Detachment, and this evening a detachment effected a sensational landing in front of the Haleiwa hotel, and encamped within a couple of hundred yards of the spot where they hit the beach.

Following the part that they have always played in the theatre of war, an especially that taken by the United States marine corps in recent Central American troubles, the "soldiers and sailors, too," as Mr. Kipling terms the members of the gallant corps, have come to the front as Red allies, and their weight will be thrown against the defending Blues.

Shortly before 5 this evening, a vessel, which afterwards proved to be the navy tug Navajo, was seen pointing toward Haleiwa harbor. Half a dozen Hawaiians, a handful of hotel guests, Captain W. H. Johnson, umpire with the Reds, and the writer, were the only persons who saw the marines leave their "battleship," embarked in the big sailing launch that

Republican Meetings Tonight

Fourth District—

Luzo and Punchbowl Streets

Fifth District—

Waipahu, Ewa

was towed up for landing purposes and pulled for the beach, landing in a downpour of rain that descended at the exact moment that the boat's bow caught the sand, and that made the other wet spells of the day look like a Scotch mist by comparison.

Cavalry Joined.
Hardly had the first boatload of marines come ashore when a small detachment of Red cavalry, came clattering up to the hotel and reported to Captain Cutts, in command of the marines. They had been rushed to the landing point by Colonel McGunagle, the Red commander, as soon as the Navajo was sighted off the Red's concentration camp at Kawaihapa, 6 miles from Haleiwa. Tonight, in the pouring rain, the ma-

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SHARP'S TALK ON ILLUSTRATIONS

Advertising Discussed from Practical Standpoint at Ad Lunch

Tom Sharp furnished the paper of the day at the meeting of the Honolulu Ad Club at luncheon last Thursday noon in the Palm Cafe.

The meeting was a good one from the start. It included some business discussion of the affairs of the club and a mighty good story on Klondike advertising by Mr. Strange. At the meeting to be held on Thursday next Mr. Rath has promised a paper on Billboards and Tenements.

Mr. Sharp in the course of his talk said:

"The use and abuse of illustrations in advertising is indeed a subject worthy of serious thought."

"The 20th century has been called the advertising age and unquestionably advertising in this century has become an art. But it has taken many ages to bring it to its great perfection. For ancient Greece had their public criers and upon the ruined walls of Pompeii and Herculaneum we find advertisements done in black and red."

"Strange as it may seem, it was the churches in England that first made use of advertising by printing on pa-

per, for we read that in 1480 Caxton printed one of the very first posters ever used announcing the devotional services of the church and I have no doubt that the said poster was embellished by some symbolic drawing so dear to the old-time printers."

"The greatest exponents of advertising and the use of illustrating were the old families of Feudal Times—who upon their arms, shields and banners advertised to the world their family history and so, from time immemorial have men expended on illustrations to tell to their fellows what they would do and what they did."

"The Lombard money exchangers with their signs of the three coins, later converted into the three golden balls of the pawnbroker, the pendant lamb of the woolen merchant and so on—"

"There is surely no one today who questions the importance of the use of illustrating in advertising."

"The eye is ever on the look out for that which pleases. Cold, black newspaper type never of itself satisfies the artistic sense—but place a good clear picture not necessarily large in conjunction with your printed matter and then note the result."

By placing an attractive illustration with a well worded ad you have attained the height of efficiency in advertising."

"But there are four essentials that are required in using illustrations:

1. They must be well drawn.
2. They must be printed clean and clear.
3. They must be dignified.
4. They must have a bearing on the object that is being advertised.

"It would be the height of folly for instance to advertise a shoe and show a picture of a church steeple."

"This is where the abuse comes in. There are many users of advertising space who have an idea that it is an excellent policy to use a drawing no matter what the subject may be and without connecting one with the other. This is a very dangerous fallacy, because it is the drawing or cut that leaves a lasting impression on the mind and to have that impression a false one kills the object of the ad."

"It has been said that brevity is the soul of wit and I am bold enough to claim the briefer you can make your ads the better selling power they will have—and there is nothing surely so conducive to brevity as a good illustration. But let us

"Arrangements are practically completed for obtaining the governor's approval of the \$5000 bond to the county of Hawaii, which guarantees the completion of the first section of the Hilo street railway," said L. S. Conness, the leading promoter of that enterprise, this afternoon.
"I expect very soon we will incorporate, when the preliminary survey will be started. The franchise allows three years before completion of the work, but there is absolutely no idea of taking that much time."

be careful also in the use of type.
The good compositor is as important as the artist.

"In summing up this short article I would say: Let your illustration be of the best, your copy brief and the language so that the busy man can understand it without having to look up an encyclopedia, and with all the above qualities your advertising will attract and hold the attention, make a lasting impression, create confidence in the article advertised and above all the power to sell the same."

BROTHER STOLE WIFE AND THREE CHILDREN

"Whose Wife Is Mrs. Lipsey?" a Delicate Question, Owing to Various Complications

ATHENS, Ga., Sept. 28.—J. L. Lipsey of Norcross arrived in Athens tonight searching for his brother, who, he alleges, has stolen his wife and furniture and run away.

He discovered that last night the brother was married here to his wife by the pastor of the Christian Church to whom he gave a fictitious name for the bride. The same false name was given in securing the license.

The pair, accompanied by the children, bought tickets today for Greenville, S. C. J. L. Lipsey is thirty years old, his brother is twenty-six and the woman is twenty. When fifteen years of age the elder Lipsey was married to a girl of thirteen near Norcross. A few days after his marriage his father forcibly took him home, gave him a thrashing and put him to work. His girl bride moved away and married another man. No divorce or annulment was secured, and she has raised a family of children.

When twenty-one years old Lipsey married another girl of thirteen and three children, were born to the pair. The younger brother boarded with J. L. Lipsey and raised a crop this year with him.

Lipsey was recently told of the relations between his wife and his brother. He became so affected that he decided to leave Norcross and, taking his wife away from old influences, begin life anew. He secured a position in Atlanta Monday and went back to Norcross to get his family and furniture. He then discovered that his brother during his absence had sold his crops and his furniture and run away with his wife and children.

The younger brother is now out of the State with the family he appropriated. The delicate question of law is "whose wife is Mrs. Lipsey?" She was married at 13 to a man already married to another woman and not divorced. She was married to his brother under fraudulent representations

RHEUMATIC WEATHER.

Don't be surprised if you have an attack of rheumatism this spring. Just rub the affected parts, freely with Chamberlain's Pain Balm and it will soon disappear. Sold by all dealers. Benson, Smith & Co., Ltd., agents for Hawaii.

"An irate rejected suitor of San Jose kept the young lady in a speeding automobile for six hours during the night. She refused to say 'yes' and the man finally took her home in disgust."

Austria is prepared to guard her Balkan interests at all hazards.

WANTS

SITUATION WANTED.

Young lady wants position as stenographer and general office assistant. References furnished. Address "A. M. L." this office. 5373-3t.

FURNISHED ROOMS.

507 Kihau St. Large front upper room. \$10; smaller one, 75. House-keeping if desired. 5373-3t.

NEW TODAY

IN THE CIRCUIT COURT OF THE First Judicial Circuit, Territory of Hawaii, At Chambers—in Probate, In the Matter of the Estate of Charles Simpson, Deceased. Notice to Creditors. The undersigned, having been duly appointed executrix under the will and of the Estate of Charles Simpson, deceased, hereby gives notice to all creditors of said deceased to present their claims duly authenticated and with proper vouchers if any exist, even if the claim is secured by mortgage upon real estate, to her at the office of the J. B. Atterton Estate, Limited, Star Building, Merchants Street, Honolulu, within six (6) months from the date of the first publication of this notice, said date being October 22, 1912, or within six (6) months after the day they fell due, or the same will be forever barred.

Honolulu, T. H., October 22, 1912.
MARY E. SIMPSON,
Executrix under the Will and of the Estate of Charles Simpson, deceased.
5375—Oct. 22, 29, Nov. 5, 12, 19.



Blue Serge Suits

THERE is no fabric more genteel than the popular and much-wanted BLUE SERGE. No gentleman's wardrobe is complete without a suit of this fabric. They are suitable for all occasions, and always give a man the appearance of being well dressed. We show these serges in various wales, also fancy weaves.

THE CLARION

Hawaiian Tropic Preserves

A Case of

Island Jams, Jellies or Chutneys

is just the thing to send to the Mainland for a Christmas present.

Honolulu Jam & Chutney Factory, Limited,

King, South and Hustace Streets

Phone 4045

Attractive Footwear



The kind that appeals to the good dressers—that kind with a distinctive tone and individuality.



We have just opened up thirty cases of New Button Boots—made on the newest lasts with the short forepart and round toe—They are of very pleasing styles in Dull Calf, Tan, Russia, Viel Kid and Patent and White Nu-Buck.

All leathers are represented in the low heel design, so much desired by the young ladies.

\$3.50 to \$5.00

LEADERS IN FOOTWEAR.

Manufacturers' Shoe Co.

Limited

1051 Fort Street

PALM CAFE

Delightfully Cool and Attractively
Furnished Restaurants

Superior Grill and
A la Carte Service

116-118 Hotel Street

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